

cbdMD Signs Category Exclusive Partnerships with Invictus Fitness and CrossFit CSA

The Company Also Adds CrossFit Weddington for On-Site Activations and Content Production

Charlotte, N.C. October 5, 2021 - cbdMD, Inc. (NYSE American: YCBD, YCBDpA), one of the leading, most highly trusted and recognized CBD companies, announced that it has signed exclusive partnerships with three CrossFit and mixed martial arts gyms in a bid to further expand the company's footprint in sports and fitness markets. The agreements provide in-gym branding, on-site activation and content production opportunities for cbdMD.

Invictus Fitness, with two locations in San Diego, California, ranks among the most decorated and respected CrossFit affiliates in the United States. Invictus won the CrossFit Games team division in 2014 and placed second in 2018. Additionally, its CrossFit athlete development program has fielded numerous CrossFit Games athletes, including podium finishers in 2011, 2013 and 2014.

"We're excited to join forces with cbdMD because we share a guiding, mutual goal – to improve people's quality of life through healthy lifestyles. And the practical applications of their products for athletes make them the perfect partner for us," said Invictus Fitness owner CJ Martin.

Combat Sports Academy (CSA), a state-of-the-art, 20,000-square-foot facility in Dublin, California, offers CrossFit training alongside numerous martial arts programs. CSA students, who include rising UFC star and [Team cbdMD athlete](#) Jessica-Rose Clark, are mainstays at every level of professional mixed martial arts competition.

"We've enjoyed a long relationship with cbdMD, and I'm happy to continue on this exciting path with them. cbdMD truly understands the needs of combat sports and CrossFit athletes, which makes them the obvious choice as a CBD products partner," said CSA owner Kirian Fitzgibbons.

"Along with the cbdMD professional athletes, acquiring a dedicated and established base of CrossFit and mixed martial arts gyms like Invictus and CSA, helps further cement our roots in both spaces. I'm eager to grow this program and make cbdMD the first and only choice for those in and out of the gym" said Hans Molenkamp EVP of Sports Marketing

cbdMD has also signed an exclusive partnership with CrossFit Weddington of Weddington, North Carolina. Along with in-gym branding, the gym will also serve as a location for content creation.

"Our partnerships with Invictus Fitness, CSA and CrossFit Weddington provide a lot of benefits beyond just branding. Through our alignment with these facilities, we'll continue to gain insights into the values and needs of a major portion of our customer base. What we learn in these environments will be invaluable as we further expand our marketing reach into fitness spaces, develop new products for these markets and expand our distribution into health and wellness retailers," said Martin A. Sumichrast, Chairman & Co-CEO of cbdMD, Inc.

About cbdMD, Inc.

cbdMD, Inc. is one of the world's leading, most highly trusted health & wellness CBD companies, whose current products include CBD tinctures, CBD capsules, CBD gummies, CBD topicals, CBD botanical skincare products, CBD bath bombs and CBD pet products. To learn more about cbdMD and our comprehensive line of over 100 SKUs of U.S. produced, THC-free¹ CBD products, please visit www.cbdMD.com, follow cbdMD on Instagram and Facebook, or visit one of the 6,000 retail outlets that carry cbdMD products.

Forward-Looking Statements

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements can be identified by the use of words such as "should," "may," "intends," "anticipates," "believes," "estimates," "projects," "forecasts," "expects," "plans" and "proposes." These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including, without limitation, statements made with respect to the expansion of the consumer market for CBD products and our ability to increase our market share, our limited operating history, our ability to expand our business and significantly increase our revenues, our ability to effectively leverage our brand partnerships and sponsorships, our ability to effectively compete in our market, our ability to achieve our net sales guidance, and our ability to report profitable operations in the future. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" in cbdMD, Inc.'s Annual Report on Form 10-K for the fiscal year ended September 30, 2020 as filed with the Securities and Exchange Commission (the "SEC") and our other filings with the SEC. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, many of which are generally outside the control of cbdMD, Inc. and are difficult to predict. cbdMD, Inc. does not undertake any duty to update any forward-looking statements except as may be required by law. The information which appears on our websites and our social media platforms, including, but not limited to, Instagram and Facebook, is not part of this press release.

¹THC-free is defined as below the level of detection using validated scientific methods.

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